The New
HONEYWELL PENTAX ES

the most exciting new camera since the SLR was invented.

H-6

9/72

. . . With fully automated shutter speed control for perfect exposure every time. It's the camera you've needed for a long, long time.

- Infinite shutter speeds between 1/1000 and 8 seconds.
- Automatic electronically-controlled focal-plane shutter.
- Choice of "stop-down" or "wide-open" lens aperture automatic exposure.
- Manual shutter speed control.

The Pentax ES gives perfect exposures everytime! If 1/555 sec. is the ideal shutter speed, that's what you'll get, automatically, electronically, any time, every time. Speeds are infinitely variable between 1/1000 and 8 seconds.

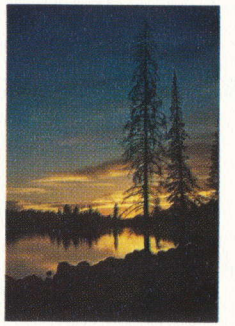
This new ES uses a patented electronically-controlled focal-plane shutter operation completely different from other so-called "automatic" cameras.

With this exclusive Pentax system, the automatic exposure mechanism controls the speed of the shutter instead of lens aperture.

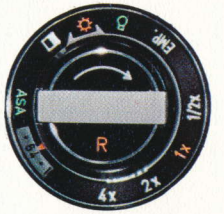
Here's what you see when the computerized memory circuit goes to work.

Pre-set aperture (you can get unlimited combinations of f/stops and shutter speeds). Depress shutter release about half-way while viewing. This activates the exposure meter and switches on the automatic exposure control. The needle in the viewfinder indicates the precise shutter speed. If you want a faster or slower shutter speed, just stop down or open up the lens aperture.

Whether you're shooting while reading the full-open or stopped-down aperture, there's absolutely no guesswork. The through-the-lens meter records the exact amount of light coming through the lens. Then our exclusive patented memory device goes into action: It remembers the intensity of light through the taking lens immediately before the exposure action starts. The result is a perfect exposure.



WE MADE THIS CAMERA MORE SOPHISTICATED SO YOU CAN CONCENTRATE ON CREATIVITY.



There's no question about it, this is the easiest-to-use camera ever built. But creativity sometimes calls for intentional under- or over-exposure. Without switching from automatic operation, you can program the exposure system for one or two stops additional exposure or one stop less exposure. A simple turn of the exposure factor control dial and you're set for controlled automation in those difficult lighting situations. You're in control when you want to be.

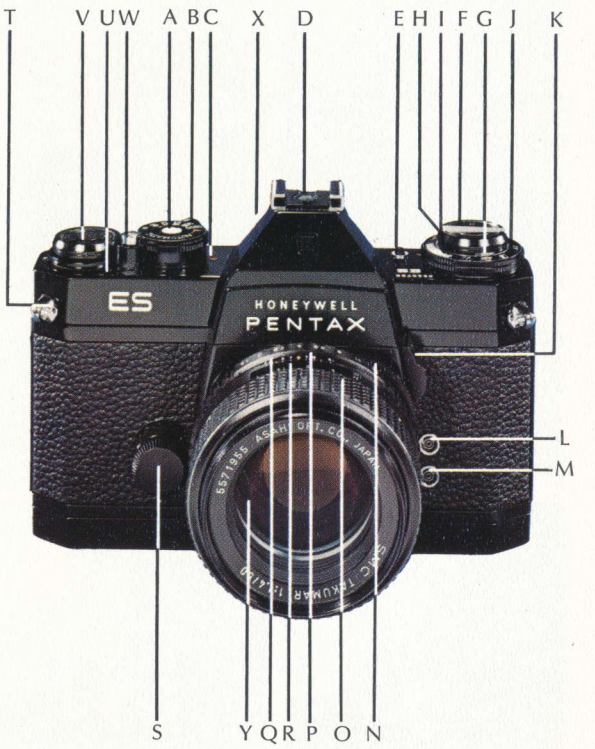
When you don't need or want automatic exposures, you can operate the ES manually by switching from automatic to manual shutter speeds of 1/60 to 1/1000 second.

THE NEW PENTAX ES IS DESIGNED FOR SYSTEM COMPATIBILITY AND VERSATILITY.

In the ES, the automation is in the body of the camera. This means you can use virtually all Takumar lenses and other Pentax accessories with it. Even Bellows and Extension Tubes.

And, of course, with the automation in the camera body, you have complete depth-of-field control because you select the aperture you want.

MAJOR WORKING PARTS



A — Shutter speed dial
B — Rapid wind lever
C — Shutter speed index
D — X contact hot shoe
E — Battery check button
F — Film rewind knob/ Back cover opener
G — Film type reminder dial
H — Reminder dial selector
I — Exposure factor control dial
J — ASA speed indicator
K — Stop-down lever
L — FP flash terminal
M — X flash terminal
N — Diaphragm ring
O — Focusing ring
P — Depth-of-field guide
Q — Diaphragm and distance index
R — Distance scale
S — Battery housing
T — D-ring lug
U — "Cocked" indicator
V — Exposure counter
W — Shutter release button
X — Viewfinder eyepiece
Y — Super-Multi-Coated lens

Ordinary Lens

Super-Multi-Coated Lens

THE LENS? SUPER-MULTI-COATED TAKUMAR.

The Pentax ES comes with a Super-Multi-Coated 50mm f/1.4 or 55mm f/1.8 Takumar lens. There is no other lens that even comes close to the flare-taming and color-capturing capability of these lenses. And there is a wide range of perfectly matched Super-Multi-Coated Takumars, from wide-angle and macro to telephoto, to fit the ES.

SEE THE PENTAX ES DEMONSTRATED.

If there was any guesswork left in fine photography, this camera eliminates it. If you're getting good pictures now with a good camera, you'll get great shots with the ES, by far the most sophisticated of the "automatics" . . . the most significant breakthrough in exposure automation.

PENTAX ES SPECIFICATIONS

Type	35mm through-the-lens metering single-lens reflex camera with focal-plane electronic shutter for automatic exposure control.
Standard lenses	Super-Multi-Coated Takumar 50mm f/1.4 & 55mm f/1.8, with automatic diaphragm. Distance scale: 0.45m (1.5 ft.) to infinity. Filter size: 49mm. With depth-of-field scale.
Viewfinder	Eye-level pentaprism finder, with Fresnel lens + cross-microprism. Finder magnification: 0.89× with 50mm f/1.4. −1.0 dioptry. Shutter speed calibration, through-the-lens meter needle and battery "LIVE" mark on right side of viewfinder screen.
Shutter	Through-the-lens metering electronic shutter for automatic exposure control + mechanical shutter for manual speed selection. Horizontal run focal-plane shutter. Electronic shutter speeds: Infinitely variable between 8 and 1/1000 sec. Mechanical shutter: B, 1/60(X), 1/125, 1/250, 1/500 & 1/1000 sec.
Flash synchronization	FP + X contacts for conventional flash cord connection. Hot shoe on top of prism housing with X contact.
Film transport	Rapid wind lever. 10° pre-advance angle + 160° advance angle. Automatic re-set type film exposure counter. With convenient "cocked" indicator.
Film rewind	Rewind button on base of camera body releases film from take-up spool for rewind.
Reflex mirror	Instant-return type.
Exposure meter	CdS-activated through-the-lens meter for open-aperture and stopped-down aperture reading. Light measurement range: EV1-18 with ASA 100 film. ASA speeds: 20-1600.
Exposure factor control	½×, 1×, 2×, 4×.
Battery	6V silver battery. Eveready #544.
Film reminder indicator	EMP., B&W, Color-daylight, Color-indoor.
Dimensions	Width 143mm (5.6″) × Height 98mm (3.86″) × Thickness 91mm (3.6″).
Weight	940 g (2 lb. 1 oz.) with 50mm f/1.4 lens.

Honeywell

P1008 9/72 Litho in U.S.A.